



**California Department of Health Care Services
Substance Use Disorder Compliance Division
California Hub and Spoke System (CA H&SS)**

Roseville Community Outreach Plan

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The purpose of this community outreach plan is to outline how Aegis Treatment Centers will distribute information regarding available services under the MAT expansion project through the Hub and Spoke System in Placer, El Dorado, and Nevada Counties with the CA H&SS Grant awarded at the Hub in Roseville, California. The plan outlines the audiences, efforts we will employ, timeframes, and goals for increasing MAT services for individuals in need.

1. Communication Plan

a. Outreach

- i. Upon receipt of grant funding, outreach will begin. Aegis will contact all constituent groups within the community to inform them of the awarded grant and goals for providing OUD services through the Hub and Spoke System. The plan is to target a wide variety of audiences to respond to the opioid epidemic as a whole team effort.

1. Outreach Plan includes four key components:

- a. Educate the community on effective MAT treatment options
- b. Reduce stigma surrounding OUD and treatment
- c. Collaborate with providers to develop comprehensive services
- d. Prevention of OUD

2. The outreach plan will target the following stakeholders in each community:

- a. Department of Health and Human Services (HHS), Behavioral Health, and/or Public Health.
- b. County Administrative Staff
- c. Hospitals and Other Health Care providers
- d. Local Law Enforcement and Emergency First Responders
- e. County Courts and Legal System
- f. Opioid Coalitions

b. Community Involvement

i. Grant Meetings

1. Initial meetings to build awareness and communication of the MAT expansion project.

- a. Aegis will contact constituent groups within the community to arrange an initial meeting with members from the audiences listed above. This meeting will include but is not limited to:

i. Grant introduction

1. History of grant funding
2. Explanation of Hub and Spoke System
3. Maps outlining Hub and Spoke project

4. Implementation Plans

- ii.** Grant questions and answers
- iii.** Assessment of unmet needs
- iv.** Networking and sharing of contacts within the community such as Data Waivered Doctors or FQHCs that may not be in attendance.
- v.** Coordination of site visits and one-on-one meetings with potential spokes

2. Follow up meetings

- a.** This phase will consist of detailed planning and communication with interested groups to work towards implementation of the Hub and Spoke System

ii. Community Meetings

1. Attendance in local community meetings

- a.** Opioid coalition meetings
 - i.** Meet with Counties with existing coalitions for collaboration and support. We are participating members in the coalitions below:
 - 1.** Sierra Medical Foundation- Placer and Nevada Safe Rx Opioid Coalition
 - 2.** Drug Free Coalition- South Lake Tahoe
 - 3.** Drug Free Coalition- Tahoe and Truckee
 - ii.** We will work with Counties and providers to help and develop Opioid Coalitions where they is not an identified Coalition. We will also be a participating member in these Coalitions. We are currently working with El Dorado County to start an Opioid Coalition
- b.** Bimonthly County Provider meetings
- c.** County and Community Stakeholder meetings
- d.** Town Hall meetings

Meetings Attended for H&S Planning and Community Outreach for the Roseville Hub Up to Date

Date	Meeting Title	City	Organization
6/12/2017	Placer County Health and Human Services Annual Collaboration	Auburn	HHS
8/29/2017	El Dorado County Health and Human Services	Diamond Springs	HHS
9/15/2017	Drug Medi-cal Stakeholders/Providers Meeting	Diamond Springs	County
9/19/2017	Meeting with Congressman Tom McClintock	Roseville	4 th District Representative
9/29/2017	Nevada County –Grant Kick Off Meeting	Grass Valley	County
10/5/2017	Placer County - Grant Kick Off Meeting	Auburn	County
10/6/2017	Marshall Medical Center Meeting and Tour of Hub	Roseville	Marshall Medical Centers
10/6/2017	El Dorado County Health Center Meeting- Spoke Development	Placerville	El Dorado Community Health Centers
10/23/2017	CHCF Northern Opioid Coalition Meeting	Cameron Park	CHCF
10/23/2017	Placer County Mental Health, Alcohol And Drug Board	Auburn	County MH
10/25/2017	El Dorado County- Grant Kick Off Meeting	Diamond Springs	County
10/26/2017	Placer-Nevada County Medical Society Rx Drug Safety Coalition Meeting	Auburn	Coalition
11/2/2017	South Lake Tahoe Cooperative Meeting	Tahoe	Coalition
11/6/2017	Meeting with Community Recovery Resources – Spoke Development	Grass Valley	Community Recovery Resources (CoRR)
11/7/2017	San Diego Steering Committee	San Diego	DHCS
11/7/2017	Conference call with Marva Wentz	Conference Call	Stallant Health
11/13/2017	Subcontract Agreement Follow-up and next steps with Terri Stratton at EDCHC	Conference Call	El Dorado Community Health Centers
11/13/2017	Planning call for STR evaluation site visit	Conference Call	SAMHSA
11/15/2017	El Dorado Community Clinic Spoke Development – Subcontract Agreement revisions	Conference Call	El Dorado Community Health Centers
11/20/2017	Finalizing next steps on subcontractor agreement: Aegis and EDCHC	Conference Call	El Dorado Community Health Centers
11/21/2017	Tahoe Forest Hospital Spoke Development Meeting	Truckee	Tahoe Forest Hospital

Date	Meeting Title	City	Organization
11/27/2017	Aegis and Stallant Health: Hub and Spoke Discussion	Conference Call	Stallant Health
11/28/2017	Roseville Hub Training	Roseville	Aegis
12/1/2017	meeting with Daniel (SAMHSA)	Conference Call	SAMHSA
12/6/2017	South Lake Tahoe Drug Free Coalition	Tahoe	Coalition
12/7/2017	Meeting with Dr. Wonacott at Barton Health Hospital	South Lake Tahoe	Barton Health Hospital
12/7/2017	South Lake Tahoe Cooperative Meeting	South Lake Tahoe	Coalition
12/8/2017	CHAC meeting in South Lake Tahoe	South Lake Tahoe	Coalition
12/18/2017	Next Steps Call with WSMC	Conference Call	Western Sierra Medical Centers
12/20/2017	CA Hub and Spoke Evaluation: Data Reporting Q&A	Webinar	UCLA
1/4/2018	South Lake Tahoe Mental Health Collaborative	Tahoe	Coalition
1/4/2018	Phone conference with SAMHSA Evaluators (Daniel and Morgan)	Conference Call	SAMHSA
1/4/2018	Barton Hospital Follow Up Call- Reviewing Subcontractor Agreement	Conference Call	Barton Health
1/5/2018	Phone Conference with DHCS and Rick Rawson	Conference Call	DHCS
1/5/2018	River Coyote from Tahoe-Truckee Future Without Drug Dependence Coalition	Conference Call	Coalition
1/8/2018	Barton Health Follow Up Call- Finalizing Subcontractor Agreement	Conference Call	Barton Health
1/8/2018	Aegis meeting with Dr. Steffans at Stallant Health- Spoke Development	Weimar	Stallant Health
1/9/2018	Follow Up Meeting Truckee/Tahoe Forest Hospital – Spoke Development	Truckee	Tahoe Forest Hospital
1/9/2018	Tahoe-Truckee Future Without Drug Dependence Coalition	Truckee	Coalition
1/9/2018	Next Steps meeting with El Dorado Community Health Centers	Conference Call	El Dorado Community Health Centers
1/11/2018	The CA Hub and Spoke Informational Webinar	Webinar	UCLA
1/11/2018	SAMHSA Evaluation Day 1	Roseville	SAMHSA
1/12/2018	SAMHSA Evaluation Day 2	Roseville	SAMHSA
1/16/2018	ACCEL Meeting, developing plan for El Dorado County Coalition	Conference Call	ACCEL
1/18/2018	Placer County Grant Update	Auburn	County
1/23/2018	Next Steps Call: Spoke Patients, MAT Team Development, Coalition, and Advertisement	Conference Call	El Dorado Community Health Centers
1/25/2018	Auburn Regional Opioid Conference	Auburn	

Date	Meeting Title	City	Organization
1/26/2018	Marshall Medical Center, Meeting with Leadership and Administration , Spoke Development	Placerville	Marshall Medical Center

c. Education

- i. Introduction to Medication Assisted Treatment
- ii. Addiction, stigma reduction, and statistics
- iii. Importance of behavioral therapy and utilization of evidenced based treatment

d. Improved Access

- i. Increasing access to MAT in rural areas including funding for buprenorphine in order to reduce overdose deaths

e. OUD Prevention

- i. Community referrals for supportive services
 - 1. HIV and HCV testing
 - 2. Professional Medical, Social Work, and Mental Health Services
 - 3. Recovery and/or Peer Support Services
 - 4. Maternal Addiction Treatment
- ii. Coordination of care with other providers

2. Engagement of Individuals

a. Referral Network

- i. Provide outreach to collateral providers so that they know about the Hub and Spoke resources and will be able to refer patients to receive services. Contacting data waived doctors
- ii. Working with existing and prospective patients within the community to provide education about existing services through the CA H&SS Grant

b. Advertisement

- i. Community advertisement will be utilized to engage and inform communities of opioid epidemic and services available in their community.
 - 1. Medical Centers
 - a. Aegis will establish relationships with local medical centers to educate and prevent OUD, and develop relationships to aid of coordination of care
 - 2. Hub Open House Events
 - a. Open to the community Aegis will promote these events to reduce stigma and introduce treatment to the communities

3. Local Media and PSAs

- a. Aegis will identify media outlets that are the best channels for reaching the target population. Examples include specific newspapers, free papers, radio stations, movie theaters (pre-show slides), and free public access TV channels

4. Social Media

- a. Aegis website and official Facebook page will be updated and pages specific to the relevant CA H & SS communities will be created
- b. Spokes will be provided support to provide relevant CA H&SS information to their communities through their websites.
- c. Coalition websites will be updated frequently to include relevant information regarding the CA H&SS in their communities.

5. Pamphlets and fliers

- a. Providing information via form of a pamphlet or flyer indicating how to access services locally will be distributed at locations such as, but not limited to: food banks, libraries, medical offices, shelters, schools, recreational areas, businesses, and public transportation

6. Local High Schools, Colleges & Universities

- a. Due to the epidemic level status of prescription drug abuse and its alarming upward trend among young adults, Aegis will establish relationships with local schools to present to at risk youth to educate and prevent OUD. Aegis will network with relevant counseling and medical treatment departments to provide additional treatment referral options within the scope of the H&SS Grant.

7. Grassroots Outreach

- a. Other agency providers, needle exchange providers, homeless shelters, food banks, residential treatments. This will be done through grass root efforts and through education to access points in other social service, medical and clinical agencies.

3. Timeframes

- a. Grant Awarded: July 2017
- b. Initial and Ongoing Outreach and Spoke Development: July 2017 through duration of the grant
- c. Spoke Outreach: Upon initiation of a fully executed agreement, services through the CA H&SS will be initiated within 30 days.

***Initial RFA included four identified Spoke Cities, however, through the implementation of this community outreach plan three more Spoke Cities have been added.**

Original Spoke Cities	Additional Spoke Cities
Auburn	Weimar
Placerville	Kings Beach
Truckee	Cameron Park
South Lake Tahoe	-----

***Roseville Spoke Development Progress Up To Date**

Spoke	City and County	Status
El Dorado Community Health Center	Cameron Park, Placer County	Official Spoke as of 12/19/2017
Western Sierra Medical Center	Auburn Spoke 1, Placer County	Official Spoke as of 1/2/2018
Western Sierra Medical Center	Auburn Spoke 2, Placer County	Official Spoke as of 1/2/2018
Western Sierra Medical Center	Kings Beach, Placer County	Official Spoke as of 1/2/2018
Stallant Health	Weimar, Placer County	Official Spoke as of 1/8/2018
Barton Health	South Lake Tahoe, El Dorado County	Official Spoke as of 1/9/2018
Marshall Medical Center	Placerville, El Dorado County	Considering becoming a Spoke/Reviewing Subcontract Agreement
Groups	Auburn, Placer County	Reviewing Subcontract Agreement
CoRR	Truckee, Nevada County	Reviewing Subcontract Agreement
Tahoe Forest Hospital	Truckee, Nevada County	Finalizing Subcontract Agreement

***Map below includes all of the potential Spoke and current Spoke locations that have been contacted during both the initial and ongoing outreach portion of the Spoke Development**

ROSEVILLE H&S GRANT MAP

